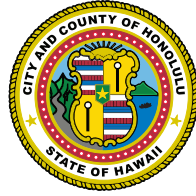


OFFICE OF ECONOMIC DEVELOPMENT



Ann Chung, Director

The Mayor's Office of Economic Development (OED) works in partnership with Oahu's businesses, non-profit groups and communities to support economic growth and enhance the quality of life in the City and County of Honolulu.

As the level of government closest to the people, the City's role in economic development is at the community level and OED's programs are driven by the needs expressed by Oahu's communities. The office works to provide a more nurturing, business-friendly environment for businesses and community organizations. The office also coordinates with city agencies and programs on the economic development implications of their activities, and works with city organizations, community groups, and other government entities to stimulate economic development opportunities. OED focuses in areas where the City can build effective public-private partnerships to address needs and make a positive difference for Oahu's communities and businesses.

OED's activities include the Honolulu Film Office, Honolulu's Sister-Cities Program, the annual Hawaii Tourism Authority's County Product Enrichment Program, Rediscover Oahu events, Targeted Community Economic Revitalization, U.S. Conference of Mayors, small business, tourism, diversified agriculture, entertainment, sports, technology and international relations.

HAWAII TOURISM AUTHORITY-COUNTY PRODUCT ENRICHMENT PROGRAM

From its inception in 2002, the Hawaii Tourism Authority-County Product Enrichment Program (HTA-CPEP) has helped diversify and enrich Hawaii's tourism product. The program develops new and enhances existing community-based tourism events, experiences, attractions and projects related to agriculture, culture, education, health and wellness and nature or technology. The program complements Hawaii's traditional resort product and assists in Honolulu's economic diversification.

OED is also working with community and business leaders in Oahu's visitor industry to ensure that efforts are coordinated and reflect the strategy outlined in the Oahu Strategic Tourism Plan, a comprehensive vision of Oahu that is attractive to visitors, residents and businesses. OED also continues to work with travel organizations to support marketing Oahu as a visitor destination.

HTA-CPEP Programs Funded in 2007

| <u>Amount</u> | <u>Organization</u> | <u>Program</u> |
|----------------|---|---|
| \$40,000 | Department of Parks and Recreation | Lei Day Celebration |
| \$12,000 | Chinese Chamber of Commerce | 58th Narcissus Festival |
| \$12,000 | DB Productions | 2007 Night in Chinatown |
| \$50,000 | Friends of Waipahu Cultural Garden Park dba Hawaii's Plantation Village | Marketing the "Living Village" |
| \$15,000 | Haleiwa Arts Festival | Tenth Annual Summer Event |
| \$10,000 | Haleiwa Main Street dba North Shore Chamber of Commerce | North Shore Symphony on the Beach |
| \$20,000 | Hawaii Alliance for Arts Education, dba Hawaii Arts Alliance | The Secrets of Chinatown Walking Tour |
| \$25,000 | Hawaii Book and Music Festival | Hawaii Book and Music Festival |
| \$15,000 | Hawaii Korean Chamber of Commerce | 6th Annual Korean Festival |
| \$5,000 | Hawaii Maoli (Koolaupoko Hawaiian Civic Club Celebrate Kaneohe) | Celebrate Kaneohe |
| \$5,000 | Hawaii Pacific University | Hawaii Pacific Univ. Intercultural Day |
| \$10,000 | Hawaii Theatre Center | Chinatown Cultural Showcase |
| \$15,000 | Hawaii Theatre Center | Chinatown/Arts District Tours |
| \$15,000 | Hawaii United Okinawa Association | 25th Okinawan Festival |
| \$30,000 | Honolulu Cultural & Arts District Association | The Arts District's Special Event Program |
| \$25,000 | Japanese Cultural Center of Hawaii | Multicultural Matsuri |
| \$5,000 | Life Foundation | Aids Walk for Life |

| | | |
|----------------|--|--|
| \$6,000 | Moiliili Community Center | Discover Moiliili Festival - 12th Annual Event |
| \$25,000 | National Audubon Society | Waimea Valley Enrichment Program |
| \$10,000 | Royal Hawaiian Band | A Musical Tour of Hawaii's Diverse Cultures |
| \$25,000 | TEMARI, dba Temari Center for Asian & Pacific Arts | Bamboo & Coconut-Flora, Food, Traditions |
| \$15,000 | Filipino Community Center | 15th Annual Filipino Fiesta & Parade |
| \$25,000 | Pacific War Memorial Association | The Pacific War Memorial Association Interactive Display |
| \$5,000 | Safe Zone Foundation | The 4th Annual Girl Fest Hawaii |
| \$5,000 | Waikiki Community Center | 22nd Annual Waikiki Community Center Ala Wai Challenge |

HTA-CPEP Programs Funded in 2008

| Amount | Organization | Program |
|---------------|--|--|
| 10,000 | Chinese Chamber of Commerce of Hawaii | 59th Narcissus Festival |
| 30,000 | C & C MOCA | MOCA 2008 Christmas at Honolulu Hale, Honolulu Family Festival at Magic Island |
| 30,000 | C & C DPR | Lei Day Celebration |
| 5,000 | C & C OED | Festival and Events Oahu Island Brochure and Website |
| 10,000 | DB Productions, Inc. | 2008 Hawaii Dragon Boat Festival |
| 15,000 | Filipino Community Center, Inc. | 16th Annual Filipino Fiesta and Parade |
| 30,000 | Friends of Waipahu Cultural Garden Park, dba Hawaii's Plantation Village | Marketing the Plantation Experience and Historic Tours on West O'ahu |
| 15,000 | Haleiwa Arts Festival ~ (grant increased \$5,000) | Haleiwa Arts Festival 11th Annual Summer Event |
| 10,000 | Haleiwa Main Street, dba North Shore Chamber of Commerce | Historic Haleiwa Heritage Program |
| 10,000 | Hawaii Alliance for Arts Education, dba Hawaii Arts Alliance | First Friday Honolulu and Related Events |
| 15,000 | Hawaii Book and Music Festival | The Hawaii Book and Music Festival 2008 |
| 9,000 | Koolauloa Community Health and Wellness Center, Inc. | Rediscover Sunset on the Beach in Laie |
| 10,000 | Ohia Productions (collaboration with HCAF) | "In the Clear Blue Sea" 2008 Spring and Summer |
| 10,000 | Hawaii Farm Bureau Federation | 2008 Hawaii State Farm Fair |
| 15,000 | Hawaii Korean Chamber of Commerce | 7th Annual Korean Festival |
| 10,000 | Hawaii Theatre Center | Hawaii Calls |
| 15,000 | Hawaii United Okinawa Association | 26th Okinawan Festival |
| 6,000 | Hawaiian Scottish Association | 28th Annual Hawaii Scottish & Highland Games |
| 20,000 | Honolulu Culture & Arts District Association | The Arts Districts' Special Event Program |
| 20,000 | Japanese Cultural Center of Hawaii | Multicultural Matsuri |
| 10,000 | Kalihi Business Association (KBA) | Third Annual Sunset at Kalihi |
| 10,000 | Kaneohe Business Group | Windward Hoolaulea |
| 5,000 | Life Foundation, Inc. | Honolulu AIDS Walk |
| 9,000 | Makana O Ke Akua Inc. | Ewa Beach Sunset on the Plains |
| 10,000 | PAI Foundation | Maoli Arts Program Ward Warehouse & Waikiki |
| 15,000 | Polynesian Cultural Center | Cultural Events |
| 10,000 | SJ Foundation | 6th Annual Waikiki Spam Jam |
| 10,000 | Temari, Center for Asian & Pacific Arts | A Piece of Cloth |
| 1,000 | Wahiawa Community and Business Association (WCBA) | Historic Tour of Wahiawa |
| 15,000 | Making Dreams Come True, Valley of Rainbows | Waianae Coast Sunset on the Beach 2008 |
| 5,000 | Waikiki Community Center | Waikiki Community Center Ala Wai Challenge |
| 15,000 | Waimanalo Construction Coalition Inc. | Rediscover the Waimanalo Country Fair |
| 10,000 | World Invitational Hula Festival | E HO'I MAI I KA PIKO HULA |

TARGETED COMMUNITY ECONOMIC REVITALIZATION

Targeted Community Economic Revitalization is about city-community partnerships and turning community ideas into practical and achievable actions. The goal is to stimulate economic opportunities, strengthen the unique character of Oahu's diverse communities and improve quality of life. OED works directly with businesses and communities to focus efforts on concrete actions and foster the partnerships that will implement these actions. OED provides the essential coordination and support needed to bring the community together, convening economic summits, sharing progress and spurring more to get involved.

OED continued to support and strengthen partnerships and economic revitalization activities in Chinatown, Kalihi and Rediscover Oahu Community events. Highlights included:

- **Free WiFi:** Successful launch of Free WiFi in Chinatown in October 2007. City partnership with a local internet service provider successfully attracted more people into Chinatown with over 350 daily users. Free WiFi was also established at Kalakaua Park in Kalihi.
- **City's Month in Chinatown:** Continued success and growth of the City's Month in Chinatown. City-led collaboration with multiple Chinese organizations for a unified celebration of Chinese New Year has become a must-see attraction and continues to become bigger and better every year.
- **Preserve America Grant:** City is working in partnership with community groups to implement the \$150,000 Preserve America grant award received from the National Park Service to develop a heritage tourism program that will attract more residents and visitors to Chinatown.
- **Arts:** OED applied and was later awarded the prestigious City Livability Award from the U.S. Conference of Mayors for the "Renaissance of Chinatown" program.
- **Community Events:**
 - City commemorated the 10th anniversary of Honolulu's sister-city relationship with Zhongshan, China – the birthplace of Dr. Sun Yat-sen, known as the father of modern China. Activities included official sister-city exchanges and the dedication of a statue of Dr. Sun Yat-sen at age 13. A gift to the City from the Dr. Sun Yat-sen Foundation, the statue was placed in Chinatown's Gateway Park and the park renamed the Dr. Sun Yat-sen Memorial Park on November 12, 2007, in honor of Sun's birthdate.
 - In celebration of a unique Chinese cultural tradition, the City helped support the 2007 Dragon Boat Festival, held August 11-12 at Ala Moana Beach Park. Drawing over 30 business and Chinese teams and hundreds of attendees, the races also supported the Mayor's Healthy Honolulu initiative.
 - The Kalihi Business Association and the City co-sponsored the Sunset in Kalihi at Kalakaua District Park, featuring free movies, resource booths, food, games and entertainment for the entire family.
 - City in partnership with the Filipino Chamber of Commerce of Hawaii created the first-ever and highly successful Taste of Kalihi block party promoting Kalihi's businesses and supporting Kalihi pride.
- **Rediscover Oahu Community Events:** Other Rediscover Oahu events included:

| Event | Organization |
|---|--|
| Rediscover Sunset on the Beach in Laie..... | Koolauloa Community Health and Wellness Center, Inc. |
| Kapolei Sunset on the Plain..... | AYSO Leeward Region 269 |
| Waianae Coast Sunset on the Beach..... | Making Dreams Come True, Valley of Rainbows |
| Catch a Dream in Waipahu..... | HWB Foundation |
| Rediscover the Waimanalo Country Fair..... | Waimanalo Construction Coalition |
| Makana O Ke Akua Inc. | Ewa Beach Sunset on the Plains |
| Pride 4 Ewa | Ewa by Gentry Community Association |
| Rediscover Makiki, Summer in the Park..... | Friends of the Makiki Library |
| 4th of July at Maili | Hawaii Intergenerational Community Development Association |
| Pineapple Festival..... | Hawaii Marketing Alliance |
| Kailua Sunset | Kailua Mustangs Pop Warner Assn. |
| Celebrate Kaimuki 2008..... | KBPA Foundation |
| 13th Annual Discover Moiliili Festival..... | Moiliili Community Center |

HONOLULU FILM OFFICE

The Honolulu Film Office provides leadership in the planning and development of the film industry in the county; develops and implements marketing and promotional plans that promote Oahu as a premiere on-location filming destination and creates a vibrant economic element in the new economy; and provides guidance, facilitation, and processing of permits and filming permissions for all levels of local, national, and international production, including feature films, television series and special episodes, national commercial spot production, print media and campaigns, cable access production, and student/amateur photography (film, video, stills, new media).

The HFO works with federal, state, and county agencies and boards, film unions and associations, community groups, and strategic partners in the private sector to develop the television-film industry in Honolulu; build local film industry infrastructure; and market, attract, and facilitate all levels of productions.

As part of its strategic partnerships with the visitor industry, the HFO played a key role in promoting tourism with worldwide exposure as seen in movies, print advertising, and television shows and commercials that are produced on the island. The office works closely with the Oahu Visitors Bureau and others to maximize Oahu's exposure and branding through film.

BUSINESS DEVELOPMENT

OED supports economic growth for businesses and communities throughout Oahu's existing and emerging industries including small business, tourism, diversified agriculture, entertainment, sports and technology. Highlights included:

- **Sustainable Agriculture:** The agriculture industry in the City and County of Honolulu continues to evolve – transitioning from large-scale corporate farms to a mixture of corporate farms and small specialty crop farming. Diversified agriculture continues to be an important industry for Honolulu, accounting for 70 percent of Hawaii's agricultural farm revenues and playing a major role in preserving Honolulu's precious green space.
- **Conservation Planning Grant:** Conservation planning is a comprehensive land management plan that recommends site-specific best practices to farmers and ranchers to protect natural resources such as soil, water and air quality. Since 2006, the City has provided a \$40,000 grant annually to the Oahu Resource Conservation and Development Council to work with Oahu farmers, ranchers, community leaders and school children to protect Oahu's water, soil, plants and animals. Conservation planning and the use of conservation technology by farmers, prevent soil runoff into Oahu's streams, bays and ocean. As part of the City's environmental stewardship, supporting conservation planning protects the City from environmental erosion and flooding, and minimizes the adverse economic impacts resulting from water and soil problems.
- **Ag in the City: Grown on Oahu:** To raise awareness and understanding of Oahu's agriculture industry, the City presented the Ag in the City: Grown on Oahu event at Honolulu Hale in May 2007 in partnership with the Hawaii Farm Bureau and the Oahu Resource Conservation and Development Council. Ag Day was an interactive exhibit about Oahu's agriculture industry, showcasing products from virtually every sector of agriculture on Oahu.
- **New Waimanalo Enterprise Zone:** For our farmers and businesses in Waimanalo, we led efforts to make Waimanalo an Enterprise Zone, which offers significant state and city incentives.
- **Sports:** Under the Mayor's leadership, the City established the first Honolulu County Sports Commission to attract more sporting events here, maximizing the city's economic opportunities to host and showcase our world class sports facilities.
- **Technology:** The City applied for and was awarded a \$150,000 planning grant from the federal Economic Development Administration, which will be matched by city funds to initiate planning for Oahu's technology center. This will support defense/dual-use companies, the fastest growing sector of our local technology industry.

INTERNATIONAL RELATIONS AND SISTER CITIES

International relations play a vital role for the City and County of Honolulu. In addition to copious communications, correspondence and courtesy calls, Honolulu's Sister-Cities Program continues to promote beneficial exchanges in various fields, including commerce, education, and culture and the arts. Strengthening cultural and historical ties to local community groups and promoting economic opportunities remain the guiding principles for the establishment of Honolulu's sister-city relationships.

The City's Sister-City Relationships:

| <u>No.</u> | <u>Sister-City</u> | <u>Date of Council Resolution</u> |
|------------|----------------------------------|-----------------------------------|
| 1. | Baguio, Philippines | November 3, 1995 |
| 2. | Baku, Ajerbaijan | August 5, 1998 |
| 3. | Bombay, India..... | January 20, 1970 |
| 4. | Bruyeres, France..... | November 1, 1960 |
| 5. | Caracas, Venezuela | January 27, 1999 |
| 6. | Cebu, Philippines | December 6, 1990 |
| 7. | Funchal, Madeira, Portugal | September 19, 1979 |
| 8. | Hainan Island, China | February 27, 1985 |
| 9. | Hiroshima, Japan | May 19, 1959 |
| 10. | Hue, Vietnam | November 3, 1995 |
| 11. | Incheon, Republic of Korea..... | October 15, 2003 |
| 12. | Kaoshiung, Taiwan | September 4, 1962 |
| 13. | Laoag City , Philippines..... | July 15, 1969 |
| 14. | Manila, Philippines | March 19, 1980 |
| 15. | Mombasa, Kenya | August 9, 2000 |
| 16. | Naha, Okinawa | March 18, 1960 |
| 17. | Rabat, Morocco..... | March 9, 2007 |
| 18. | San Juan, Puerto Rico* | November 20, 1985 |
| 19. | Seoul, Korea..... | May 20, 1973 |
| 20. | Sintra, Portugal | August 5, 1998 |
| 21. | Tokyo, Japan | December 8, 1960 |
| 22. | Uwajima, Japan..... | February 18, 2004 |
| 23. | Vigan, Philippines..... | March 19, 2003 |
| 24. | Zhongshan, China | June 18, 1997 |